

New From Philip Morris

Ad No. 114-Reg. No. 3070-1 page-Bk/W-7 x 10 in.

Super Market Merchandising
Chain Store Age (January)
Industrial Retail Store
Drug Topics
Chain Store Age (May)
American Druggist
Vend
College Store
Cigar & Tobacco Journal
Retail Tobaccoist
Tobacco Trader
Tobacco & Confectioner's Guide
Tobacco Leaf
Tobacco Record
Wholesale Tobaccoist
U. S. Tobacco Journal

March, 1951 (C)

New from Philip Morris

LONG SIZE **Marlboro**

POPULAR-PRICED FILTER CIGARETTES



NEW MARLBORO FLIP-TOP BOX

The most important advance in cigarette packaging in 28 years! Looks like a regular cigarette pack and fits easily into pocket or purse. But it's firm to keep cigarettes from crushing or tobacco crumbs from spilling.

NEW MARLBORO DELIVERS THE GOODS ON FLAVOR

New easy-drawing, flavor-saving filter. Made in Richmond, Virginia, from a new Philip Morris recipe. Delivers the goods on flavor.

NEW MARLBORO HAS ALL THE PRESTIGE OF PHILIP MORRIS BEHIND IT

MAJOR LEAGUE ADVERTISING Television

"I LOVE LUCY"
America's top-rated TV show!

"PUBLIC DEFENDER"
with 12 million viewers a week!

NIGHTTIME SPOTS!

Newspapers FULL-PAGE AND 1750-LINE ADS

This will be the program in every leading market from coast to coast very soon.

New Marlboro filter cigarettes will be in all markets soon.
Watch for their introduction in your city!

